

**MARKETING STRATEGIES OF GENERAL TRIAS DAIRY RAISERS
MULTIPURPOSE COOPERATIVE**

Case Study

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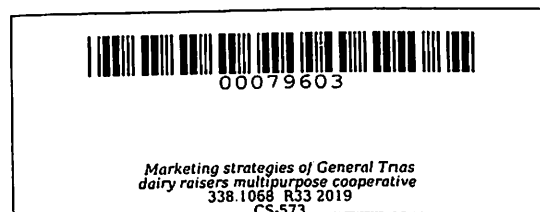
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Case Study
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ABSTRACT

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A case study was conducted at General Trias Dairy Raisers Multi-Purpose Cooperative, located at Barangay Santiago, General Trias, Cavite, from September 25, to November 8, 2018. It aimed to: (1) describe the company profile of General Trias Dairy Raisers Multi-Purpose Cooperative; (2) identify the products offered by the Cooperative; (3) analyze the process flow in marketing products; (4) identify the cooperative's marketing strategies; (5) analyze the cooperative's marketing strategies using the strengths, weaknesses, opportunities and threats (SWOT) analysis; and (6) determine the problems encountered by General Trias Dairy Raisers Multi-Purpose Cooperative in terms of marketing and recommend possible solutions to the problems identified.

The data were collected from both primary and secondary sources. Primary data on the marketing strategies, firm history, organization, and management were collected from the staff, Chairman of the Board, and manager of the cooperative. Moreover, actual marketing strategies and its implementation were obtained through observation and interview with the marketing managers and sales personnel. Secondary data, on the other hand, were derived from the files and records of General Trias Dairy Raisers Multi-Purpose Cooperative.

From the data gathered, the purpose of the marketing strategies of General Trias Dairy Raisers Multi-Purpose Cooperative is to sustain its market and promote the

product. The current marketing strategies of the company ensure the availability and consistency of its products. Among the marketing strategies employed include the participation to exhibits and client visits.

The firm must update the social media site to attract more clients to monitor social connections and to have easeand retrieval of documents in the placement, release, recording, and inventory of orders. Another thing, the internet connection must beupgraded because this can be very beneficial to businesses that are targeting the younger audience and to make sure that the files needed by partner agencies are easily accessible.

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INTRODUCTION

From ice cream to cheese to butter, some of the finest things in life are made from milk. The first evidence of dairy consumption dates back over six thousand years, and today dairy products are enjoyed all over the world. Over the past couple millennia, there has been an incredible amount of creativity and innovation when it comes to processing, fermenting, and consuming dairy products (Statistica, 2007).

In 2017, the volume of the dairy market worldwide was estimated to be about 216 metric tons, which is projected to grow to 234 metric tons by 2021. Perhaps unsurprisingly, liquid milk takes up the highest share of the global dairy market at 54 percent as of 2017, followed by yogurt and other products. One of the many consequences of globalization is that dairy products are now consumed all across the world, and every year, massive quantities of milk and cheese and other dairy products are